

Claims 1-6, 9-13, 16-19 and 21-27 stand rejected under 35 USC 102(e) as anticipated by Kaplan (U.S. Patent No. 5,963,916). Claims 7, 14 and 20 stand rejected under 35 USC 103(a) as obvious over Kaplan (U.S. Patent No. 5,963,916). Claims 1-7, 9-12, 16-18, 21, 26 and 27 stand rejected under 35 USC 102(e) as anticipated by Doerr et al. (U.S. Patent No. 5,949,411).

These grounds of rejection are respectively traversed.

In one embodiment of the present invention, as set forth in claim 1, a method is provided for disseminating information concerning a product. A network management center is provided that receives files from content providers, assigns at least one attribute for each file to create designated files for distribution to end clients and a database containing the designated files. Designated files are transmitted to end clients that are remotely disposed with respect to the database. Each end client receives only its designated files. A perceivable stimulus is provided from the designated files to the consumer. The perceivable stimulus is associated with the product. An interactive consumer stimulus initiated by the consumer includes the perceivable stimulus.

Kaplan provides a kiosk station where a customer as a subscriber can preview music before purchasing. When the customer activates the kiosk a data file is created that identifies the customer and generates a selection preview. A centralized database can poll each kiosk station and the information that is gathered then analyzed and packaged into market research. As compared to the present invention set forth in claim 1, Kaplan fails to provide or suggest a network management center that receives files from content providers, assigns at least one attribute for each file to create designated files for distribution to end clients and a database that contains the designated files. Kaplan further fails to transmit the designated files to end clients, where the end client receives only certain designated files, e.g., those that are designated for that particular end client.

Doerr et al., is similar to Kaplan and fails to provide, as set forth in claim 1, the network management center, creation of designated files by the network management center for distribution to end clients, where the end client receives only its designated files.

**CONCLUSION**

It is submitted that the present application is in form for allowance, and such action is respectfully requested.

The Commissioner is authorized to charge any fees which may be required, including petition fees and extension of time fees, to Deposit Account No. 23-2415 (Docket No. 14750 702).

Respectfully submitted,

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